



KNXV

**KNXV-TV
PHOENIX****ORDER**

Flight Dates 08/06/12-08/12/12

Contract / Revision 303359 /

Original Date / Revision
07/31/12 07/31/12

Advertiser Flake / Republican / US Sen

Agency Smart Media Group

Buying Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Product

Flake For Senate

Agency Com 15%

Billing Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:05:00

Estimate # 806812

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-6

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive Order% Start Date End Date

Dave Lombardo 100%

Tanya Winscott %

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	48	\$22,376.25	\$26,325.00	0.00	07/30/12	08/12/12	48	\$22,376.25	\$26,325.00
Totals	48	\$22,376.25	\$26,325.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	KNXV	08/06/12	08/10/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	11111--		5				\$225.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
	5	KNXV	08/06/12-08/12/12	M-F 430pm-5pm		430pm-5pm				MTWThF----		:30	(\$225.00)	0.00	NM
			See MG 1.6												
			[Special Progm. Cardinal Preseason is scheduled to air on 8/10. j.taylor 6/28]												
	6	KNXV	08/06/12-08/09/12	M-F 430pm-5pm		430pm-5pm				MTWTh----		:30	\$225.00	0.00	NM



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Hiatus Dates

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Order Sep 00:05:00

Advertiser Flake / Republican / US Ser Product Flake For Senate

Estimate # 806812

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KNXV	08/06/12	08/10/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	11111--			5		\$225.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
Ⓜ	MG	for 1.5 08/10													
2	KNXV	08/11/12	08/11/12	Sa 5pm News Sa 5p-530pm News	CM	5p-530pm	-----S-	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S-			1		\$100.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	08/06/12-08/12/12		Sa 5pm News		5p-530pm	-----Sa--	:30		(\$100.00)		0.00	NM		
See MG 2.2															
[NA. There is no 5PM News on Saturdays. jtaylor 6/28/12]															
2	KNXV	08/11/12-08/11/12		Sa 6pm News		6pm-630p	-----Sa--	:30		\$100.00		0.00	NM		
Ⓜ MG for 2.1 08/11															
3	KNXV	08/12/12	08/12/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S			1		\$100.00		0.00				
4	KNXV	08/06/12	08/10/12	M-F 7-9am M-F 7-9am	CM	7am-9am	22222--	:30	10	\$150.00	P-6	0.00	NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	22222--			10		\$150.00		0.00				
5	KNXV	08/07/12	08/09/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-1-1---	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-1-1---			2		\$450.00		0.00				
6	KNXV	08/06/12	08/10/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1-11---	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	1-11---			3		\$450.00		0.00				
7	KNXV	08/06/12	08/10/12	ABC World News M-F ABC World News M-F	CM	5:30pm-6:30pm (5:28 PM-5:30 PM)	1-1-1--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	1-1-1--			3		\$450.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KNXV	08/06/12-08/12/12		ABC World News M-F		5:30pm-6:30pm (5:28 PM-5:30 PM)	1-1-1--	:30		(\$450.00)		0.00	NM		
See MG 7.4															
[Special Prgm> No WNT due to Cardinals Preseason Football. jtaylor 6/28/12]															
4	KNXV	08/06/12-08/09/12		ABC World News M-F		5:30pm-6:30pm (5:28 PM-5:30 PM)	1-1-1--	:30		\$450.00		0.00	NM		
Ⓜ MG for 7.3 08/10															
8	KNXV	08/06/12	08/08/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	1-1----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	1-1----			2		\$450.00		0.00				
9	KNXV	08/06/12	08/10/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	11111--	:30	5	\$600.00	P-6	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	11111--			5		\$600.00		0.00				
10	KNXV	08/11/12	08/11/12	SA 10-1035pm	CM	10pm-1035pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00



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Hiatus Dates

Original Date / Revision 07/31/12/ 07/31/12

Order Sep 00:05:00

Advertiser Flake / Republican / US Ser Product Flake For Senate

Estimate # 806812

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-			1			\$250.00		0.00			
11	KNXV	08/12/12	08/12/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00
10pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S			1			\$600.00		0.00			
12	KNXV	08/06/12	08/10/12	M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$500.00	P-6	0.00	NM	5	\$2,500.00
M-F 630pm-7pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	11111--			5			\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	KNXV	08/06/12-08/12/12		M-F 630pm-7pm		630pm-7pm	MTWThF----	:30		(\$500.00)		0.00	NM		
See MG 12.6															
[Special Progm. Cardinal Preseason is scheduled to air on 8/10. jtaylor 6/28]															
6	KNXV	08/06/12-08/09/12		M-F 630pm-7pm		630pm-7pm	MTWTh-----	:30		\$500.00		0.00	NM		
Ⓜ MG for 12.5 08/10															
13	KNXV	08/11/12	08/11/12	SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
SA 630pm-7pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-			1			\$250.00		0.00			
E 14	KNXV	08/06/12	08/06/12	Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$1,000.00	P-6	0.00	NM	0	\$0.00
Monday Prime C															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----			1			\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	08/06/12-08/12/12		Monday Prime C		9pm-10pm	M-----	:30		(\$1,000.00)		0.00	NM		
Credited															
[Credit. Will be MG.]															
15	KNXV	08/08/12	08/08/12	Wednesday Prime C	CM	9pm-10pm	--W----	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
Wednesday Prime C															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--W----			1			\$1,000.00		0.00			
16	KNXV	08/09/12	08/09/12	Thursday Prime A	CM	7pm-8pm	---T---	:30	1	\$2,000.00	P-6	0.00	NM	1	\$2,000.00
Thursday Prime A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	---T---			1			\$2,000.00		0.00			
17	KNXV	08/09/12	08/09/12	Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
Thursday Prime B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	---T---			1			\$1,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	08/06/12-08/12/12		Thursday Prime B		8pm-9pm	---Th-----	:30		(\$1,500.00)		0.00	NM		
Credited															
18	KNXV	08/10/12	08/10/12	Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
Friday 8-10pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----F--			1			\$1,500.00		0.00			
19	KNXV	08/12/12	08/12/12	Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
Sunday Prime B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S			1			\$1,500.00		0.00			



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Hiatus Dates

Original Date / Revision 07/31/12/ 07/31/12

Order Sep 00:05:00

Advertiser **Flake / Republican / US Ser** Product **Flake For Senate**

Estimate # **806812**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
19	KNXV	08/12/12	08/12/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
20	KNXV	08/09/12	08/09/12	Thursday Prime B Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
MG for Ln3 17															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/06/12	08/12/12	---T---		1		\$5,000.00		0.00					
N21	KNXV	08/06/12	08/10/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	2	\$600.00	P-6	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/06/12	08/12/12	MTWTF--		2		\$600.00		0.00					
N22	KNXV	08/06/12	08/12/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	MTWTF--	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/06/12	08/12/12	MTWTF--		1		\$200.00		0.00					

*Tax 1 Note: Tax 0.5%.